T.W. 10

IN THE SPECIFICATION

Please amend paragraph 38, at page 11 of the application, as follows:

[00038] Content and information is communicated between the tracking system 10, service systems 30, 32, 34[[,]] and 36, [[38,]] and end user devices 50, through network 100 and LAN 12 and WAN 38 ~~networks 12~~ using, for example, TCP/IP and the hypertext transfer protocol (HTTP) in various known formats, such as, for example, HTML, DHTML, XML, scripting languages, and the like. Persons of skill will recognize, however, that other known or hereafter developed communication protocols may be utilized in connection within the scope of the present invention.

Please amend paragraph 38, at page 11 of the application, as follows:

00040] In a first exemplary embodiment, as shown in FIG. 2, the tracking system 10 components described above are operative with firmware and software to perform the functionality described herein. As shown in FIG. 2, a core tracking application 70 comprises one or more application modules, each for performing various functionalities as described herein. In the exemplary embodiment of FIG. 2, the tracking application 70 includes a record creation module 72, a lead/action module 74, a log action module ~~74~~ 76, an inquiry data capture module ~~76~~ 78, a registration module ~~78~~ 80, and a message detection module ~~80 and a store lead/action module~~ 82. The programming may be written in any known programming or scripting language, such as Java, JavaScript, C, C++, Visual Basic, VB Script, and other known and hereafter developed object oriented and non-object oriented programming languages.

Please amend paragraph 42, at page 12 of the application, as follows:

[00042] In another embodiment, as shown in FIG. 3, the core tracking platform application 70 is a downloadable, client-side application (e.g., downloadable application 70' shown in FIG. 3) comprised of core application

modules for performing various core tracking functions to capture a user's lead inquiries and create lead records. The tracking platform 70 in this embodiment is operable on a user's computer 50. The user's computer 50 is capable of communication with various listing services 40 via a network 100, such as the Internet or world wide web. Moreover, the user's computer 50 is capable of communication with a tracking system server 15 and database system 20, which in turn is communicatively connected to one or more ancillary services 32-3[[8]]6, such as calendars, e-mail, task/to-do lists, and the like. The tracking system server 15 and database system 20, in this embodiment, comprises one or more application modules to create and store user accounts, receive lead records from the user computer, associate the lead records to the appropriate user account, and integrate add-on services. The tracking system server 15 and database system 20 may further comprise programming to create and/or receive action event, as applicable, and associate the action events with the appropriate user account.

Please amend paragraph 44, at page 13 of the application, as follows:

[00044] An exemplary database schema for the lead database 20 is shown in FIG. 4. With further reference to FIGS. 2 and 3, database 20 comprises a user account database 22a and a lead record database 24. The user account database 22a stores information relating to the user, such as, but not limited to, first and last name physical address, e-mail address(es), telephone numbers, account and pass code information, and date of registration. Upon registration, the user account may be assigned a unique user identifier that will be associated with the information in the user account. For instance, the user identifier will be associated with the user name such that when the user is logged in to the tracking system, the tracking system can more easily associate lead and action information with the user's account. The unique user identifier is also used by the alert and advertising systems 34, 36 to direct related news, notices, and advertisements to the user, as described below.

Please amend paragraph 51, at page 15 of the application, as follows:

[00051] With reference now to FIG. ~~5~~ 6, an exemplary method of lead initiation and lead record creation is shown. Further, with reference to FIGS. 7-8, exemplary graphical user interfaces (GUIs) to facilitate the user's interaction with the tracking system 10 are shown. By way of example only, an exemplary method 600 of lead initiation and lead record creation will be described in connection with the initiation of a job search and contact with a prospective employer.

Please amend paragraph 52, commencing at page 15 of the application, as follows:

[00052] In step 602, the user may browse various job listings on a web site providing such listings, such as the HotJobs® web site. The user's browsing may be initiated through selection of a category of job/employer or via a search performed on the job-listing site. FIG. 7 depicts and exemplary interface 500 ~~700~~ having a number of job listings 510 ~~710~~ that may be presented to a user in response to a search request. The particular method used to search within the listing service is not critical to the present invention. In step 604, the user selects one of the listings to initiate a job lead and is presented with a job application interface 800 as shown in FIG. 8. The job application interface preferably includes information 810 pertaining to the job and permits the user to enter information about him- or herself, including but not limited to the creation of a cover page and selection of a resume. Upon completion of the application, the user may submit the application by, for example, clicking on a "submit application" button 820 or via other such action.

Please amend paragraph 54, commencing at page 16 of the application, as follows:

[00054] Referring again to FIG. 6, in step 606, the tracking system 10 dynamically generates a lead record. Steps 606a to 606d ~~606e~~ further describe an exemplary embodiment of the lead record generation process as controlled by record creation module 72. In one embodiment, as in step 606a, the listing

service system 40 captures the inquiry data upon submission or commencement of the inquiry (e.g., in the example above, clicking the "submit application" button). For example, a job listing service would often capture information about an applicant before or during the hire. This information could be name and address information, resume information, etc. In order to transmit the application to the employer, most of this information is made accessible to the apply component of the listing service. By partnering with the listing service, an exchange of data (via XML request, for example) could be arranged resulting in a transmission of inquiry data to the listing tracking application during the application process. In another application, the URL of the job list could be entered by the user into a lead creation page on the listing tracking application server. A lead harvesting component would then parse the page displayed by the URL and extract inquiry information (such as company name, job title, job description, etc.). By way of example, the inquiry data would preferably, but not necessarily include pertinent information about the job application such as the company name, job title, job description, resume version used, date of application, a copy of the initiating cover letter or message, and the like. In the present exemplary embodiment, as in step 606b, the listing service system would then make a remote procedure call to an application programming interface (API) exposed by the tracking system 10 and, in step 606c, transmit the captured inquiry data to the tracking system 10. In step 606d, the tracking system 10 creates a lead record for insertion into the lead record database 24.

Please amend paragraph 57, at page 18 of the application, as follows:

[00057] Once the initial lead record is created and stored it [[is]] serves as the focal point for the management of actions related to the lead. As will be described in further detail below, the lead record may contain information from which several actions by the tracking system 10 and associated ancillary e-services can be triggered. For example, using the lead record, news stories pertinent to the prospective employer can be directed to the user's e-mail account

or posted on a home page displaying the user's leads. By way of further example, the tracking system uses ~~use~~ an agent or other type of program, such as a web-bot, robot or crawler, to perform a search for additional, relevant positions that may be posted on one or more listing services.

Please amend paragraph 58, commencing at page 18 of the application, as follows:

[00058] The tracking system 10 can also be adapted to operate with alerts ~~alert~~ system 34. As shown in FIGS. 2 and 3, alerts system 34 is communicatively connected to the tracking system 10. Alerts system 34 provides notification of information to users when certain user-selected criteria are met or when a match is made between the user's selected criteria and information contained in a source or feed to the alerts system 34. The system 34 allows the user to register a set of long-standing or persistent queries, which represent the user's interests. Whenever new information becomes available, the information is matched against all user queries and the appropriate information will be delivered to each individual user substantially in real-time or on a predefined schedule.